

**MSAN 610**  
**Business Communication for Analytics**  
**FALL 2016**

**Instructor:** Nicholas Ross

**Time and Location:** Tu 9-11AM 451 Howard  
Tu 11:30-1:30AM 451 Howard  
Tu 2-4PM 453 Howard

**Contact Information:** ncross@usfca.edu

**Office Hours:** Main Campus: Malloy 315: MW 1-2PM (Main Campus)  
Downtown campus: By appointment

## Overview and Objectives

To succeed in the field of data science you'll need to be able to do more than create amazing results; you will also need to explain to other people what they mean and how they were created. Analysis in the absence of communication isn't worthwhile, this class will make you comfortable with the communication part of this process.

In this class, we will focus making you comfortable as a communicator by studying and practicing the most common situations that occur in the field of data science. The most important goal is for students to become comfortable with communicating in both oral and written forms. This class will also present ample opportunities for public speaking.

## Learning Objectives

- Analyze communication situations and audiences to make choices about the most effective and efficient ways to communicate and deliver a message
- Understand your own communication limitations and learn to work with them
- Plan and send appropriate emails
- Use LinkedIn to communicate with recruiters and potential employers
- Practice cold introductions and learn to navigate semi-professional settings
- Refine your personal narrative for use in different professional situations
- Plan and execute a short presentation

# Lesson Plan

We will follow (roughly) the lesson plan below. Note that additional readings will be assigned. **Do the readings: If they are not being completed before class I'll add a pop quiz for fun.**

## 1. Day #1: Introduction

- Introduction, Course Policies and Review of Syllabus
- The **AIM** framework for understanding business communication
- Pitches
- Handout: Meetup Assignment, Pitches Assignment and Syllabus

## 2. Day #2: Introduction (cont.) and LinkedIn

- Facing the Public: LinkedIn
- Collect: Pitches Assignment
- Handout: LinkedIn Assignment, Technical Paper Assignment and Readings

## 3. Day #3: Email Communication

- Reading Assignments:
  - The Ten Commandments of Writing
  - A Call to Action for Business Writing
  - The Ten Principles of Good Business Writing
- Collect: LinkedIn Assignment, Topic for Presentation Assignment
- Handout: Email Assignment and Readings

## 4. Day #4: Longer Written Works

- Reading Assignments:
  - Writing an Executive Summary that Means Business
  - Five Quick Ways to Trim and Improve Business Writing
- Collect: Email Assignment
- Handout: Short Report Assignment

## 5. Day #5: Editing

- Collect: Short Report Assignment
- Editing best practices

## 6. Day #6: Presentation Introduction

- Handout: Presentation Assignment

7. Day #7: Final Presentation Day #1

8. Day #8: Final Presentation Day #2

- Collect: Meetup assignment

## Grading

Grades are determined using the table below. As you can see, quite a bit of the grade involves being a professional. In this class, that means (a) showing up on time (b) showing up prepared, (c) contributing to class and (d) being responsible to your group when doing group work.

Professionalism	20%
Pitches Assignment	10%
LinkedIn Assignment	10%
Email Assignment	10%
Summary Assignment	10%
Paper Selection Assignment	5%
Meetup Assignment	15%
Final Presentation	20%

## Odds and Ends:

- Attendance is required. Unless a student gives me prior warning, all absences are considered unexcused.
- The quickest way to reach me is via email. While I don't have any official office hours downtown, I will gladly find a time and place where we can meet if that proves necessary.
- Class participation is required. This is a big part of your grade. I expect class to include discussions. Just to make this clear and give you an even bigger incentive to pay attention and ask questions, if you catch me making a mistake, I will give you a chocolate (if you are allergic to chocolate, please let me know).
- I have generally tried to find free online resources, rather than requiring textbooks. For some topics, I will put down recommendations for resources and further reading. They are not required.
- All electronic written assignments are to be submitted in PDF format.

- Cheating is not tolerated. At all. Unless an assignment is clearly designated as group work, I expect it to be done alone. USF's honor code can be found online and I expect it to be followed. Disciplinary action will be taken against any student found violating this code.
- As a Jesuit institution committed to *cura personalis* - the care and education of the whole person – USF has an obligation to embody and foster the values of honesty and integrity. USF upholds the standards of honesty and integrity from all members of the academic community. All students are expected to know and adhere to the University's Honor Code. You can find the full text of the code online at [www.usfca.edu/academic\\_integrity](http://www.usfca.edu/academic_integrity). The policy covers:
  - Plagiarism – intentionally or unintentionally representing the words or ideas of another person as your own; failure to properly cite references; manufacturing references.
  - Working with another person when independent work is required.
  - Submission of the same paper in more than one course without the specific permission of each instructor.
  - Submitting a paper written by another person or obtained from the internet.
  - The penalties for violation of the policy may include a failing grade on the assignment, a failing grade in the course, and/or a referral to the Academic Integrity Committee.
- If you are a student with a disability or disabling condition, or if you think you may have a disability, please contact USF Student Disability Services (SDS) at 415 422-2613 within the first week of class, or immediately upon onset of disability, to speak with a disability specialist.

If you are determined eligible for reasonable accommodations, please meet with your disability specialist so they can arrange to have your accommodation letter sent to me, and we will discuss your needs for this course. For more information, please visit: <http://www.usfca.edu/sds> or call (415) 422-2613.

- All students are expected to behave in accordance with the Student Conduct Code and other University policies (see <http://www.usfca.edu/fogcutter/>). Open discussion and disagreement is encouraged when done respectfully and in the spirit of academic discourse. There are also a variety of behaviors that, while not against a specific University policy, may create disruption in this course. Students whose behavior is disruptive or who fail to comply with the instructor may be dismissed from the class for the remainder of the class period and may need to meet with the instructor or Dean prior to returning to the next class period. If necessary, referrals may also be made to the Student Conduct process for violations of the Student Conduct Code.
- As an instructor, one of my responsibilities is to help create a safe learning environment on our campus. I also have a mandatory reporting responsibility related to my role as a faculty member. I am required to share information regarding sexual misconduct or

information about a crime that may have occurred on USF's campus with the University. Here are other resources:

- To report any sexual misconduct, students may visit Anna Bartkowski (UC 5th floor) or see many other options by visiting our website: [www.usfca.edu/student\\_life/safer](http://www.usfca.edu/student_life/safer).
- Students may speak to someone confidentially, or report a sexual assault confidentially by contacting Counseling and Psychological Services at 415-422-6352.
- To find out more about reporting a sexual assault at USF, visit USF's Callisto website at: [www.usfca.callistocampus.org](http://www.usfca.callistocampus.org).
- For an off-campus resource, contact San Francisco Women Against Rape (SFWAR) (415) 647-7273 ([www.sfwar.org](http://www.sfwar.org)).